



Application Ser. No. 10/682,435
Attorney Docket No. 10551/514

IFW
AS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS: Ronald D. BLUM et al.
SERIAL NO: 10/682,435
FILING DATE: October 10, 2003
TITLE: FLOOR DISPLAY SYSTEM WITH VARIABLE IMAGE
ORIENTATION
ART UNIT: 2632
EXAMINER: Thomas J. MULLEN

COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

SIR:

In response to the Office Action mailed August 10, 2004, the Applicant respectfully submits the following.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 11 of this paper.

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